COLLECTION AND CORRELATION OVER TIME
OF PRIVATE VIEWING USAGE DATA

ABSTRACT OF THE DISCLOSURE

5   A method, apparatus and article of manufacture for collecting, storing and
processing usage data from a device. Usage data is extracted from the device, wherein the
usage data is associated with a customer identifier. The customer identifier is obfuscated,
but not eliminated, from the extracted usage data. The extracted usage data is then
correlated over a period of time using the obfuscated customer identifier.

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